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The Commonwealth of Massachusetts
Office of the Attorney General
One Ashburton Place,
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**ATTORNEY GENERAL'S REPORT
ON CHARITABLE FUNDRAISING**

Scott Harshbarger
Attorney General

November 1991

914/5



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Often bombarded with requests for charitable contributions, donors want to know what happens to their charitable gifts. They want to make sure that their donations are actually used for the charitable purposes they intended. This report is designed to help Massachusetts citizens ask the right questions so they can make informed decisions about charitable giving.

One very prominent factor which influences what happens to charitable contributions is the way in which they are solicited. Increasingly, charities are paying professional fundraisers--solicitors, who appeal for and process the donations, and fundraising counsel, who help charities develop their fundraising programs--to assist them in raising money. Over the past ten years, the number of professional fundraising organizations operating in Massachusetts has risen dramatically. In 1981, the Division of Public Charities at the Office of the Attorney General had 39 professional fundraisers registered to do business in Massachusetts. Currently, in 1991, 182 professional fundraisers are registered, including 44 solicitors.

This report explains how charitable fundraising works, including the role that professional fundraisers play, and includes a survey of the 139 contracts between professional solicitors and charities which have been filed with the Division of Public Charities for 1991. The report consists of five parts: (a) Charities and Fundraising; (b) Fundraising Methods; (c) Informed Giving; (d) Sources of Information; and (e) Survey of 1991 Solicitation Contracts.

As set forth in detail in Part E of this report, the survey of solicitation contracts yielded the following information:

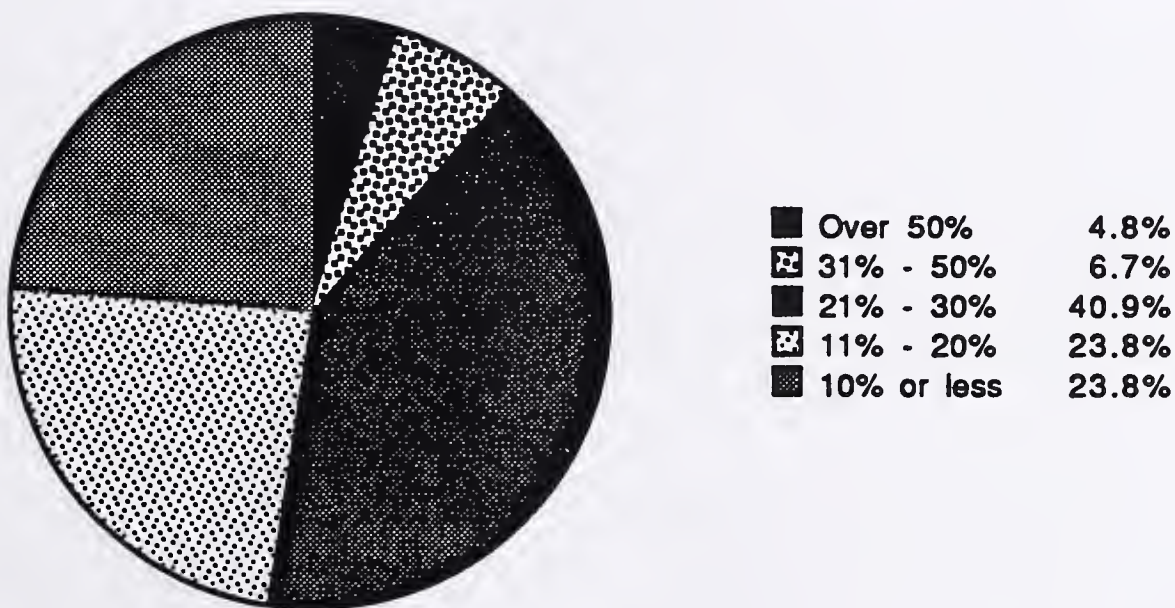
Of the 105 contracts for 1991 which specify a percentage, fewer than 5% provide for the charity to receive more than 50% of the funds raised. Approximately 88% of the contracts provide for the charity to receive less than 30% of the funds raised. The average percentage in these contracts is 22%.

A further breakdown of the 105 contracts for 1991 which specify a percentage is set forth below:

- a) % of contracts which give over 50% of the funds raised to the charity: 4.8%
- b) % of contracts which give between 31 and 50% of funds raised to the charity: 6.7%
- c) % of contracts which give between 21 and 30% of funds raised to the charity: 40.9%
- d) % of contracts which give between 11 and 20% of funds raised to the charity: 23.8%
- e) % of contracts in which 10% or less is given to the charity: 23.8%

[See graph below]

1991 Contracts: Percentage to Charity



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CHICAGO, ILL. 60637

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PHYSICS DEPARTMENT

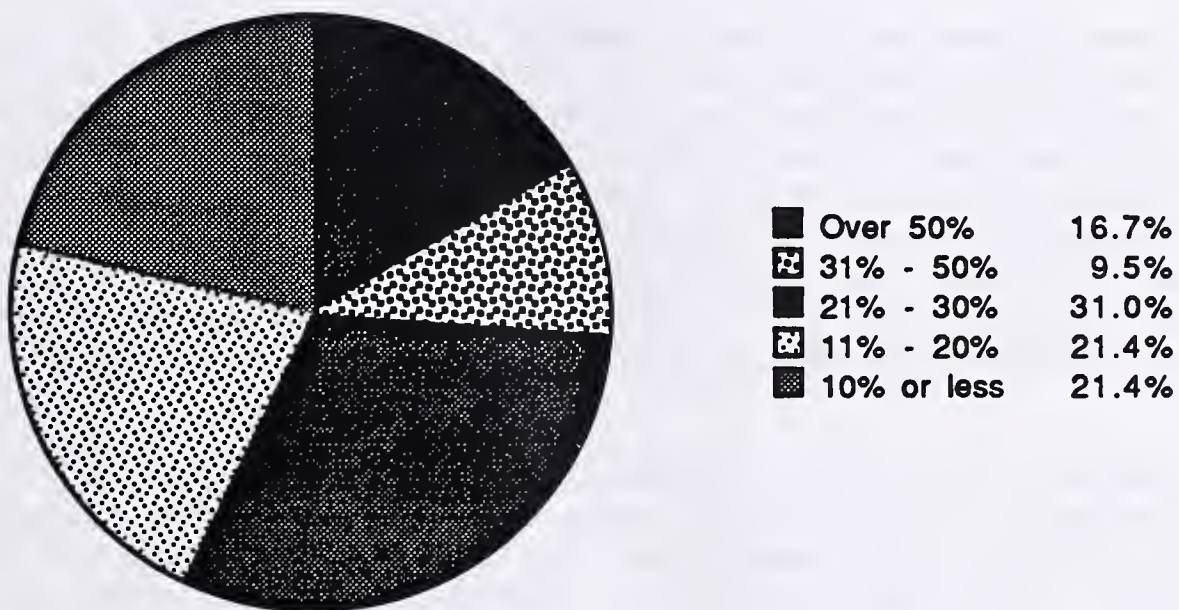


Those charities who used the same fundraiser last year have submitted to us financial forms which show the % actually kept by the charity for the 1990 campaign:

- a) Of the 42 campaigns reported, 16.7% received over 50% of the gross revenue
- b) Of the 42 campaigns reported, 9.5% received between 31 and 50% of gross revenue
- c) Of the 42 campaigns reported, 31.0 received between 21 and 30% of gross revenue
- d) Of the 42 campaigns reported, 21.4 received between 11 and 20% of gross revenue
- e) Of the 42 campaigns reported, 21.4% received under 10%

[See graph below]

1990 Reports: Percentage to Charity



A. Charities and Fundraising

We all have a stake in ensuring the successful future of charitable organizations. Charitable non-profit organizations provide many diverse services to the public, ranging from housing the homeless to conducting medical research. Often, these services would not otherwise be available. Charities also affect the lives of all of us, either directly or indirectly. For example, we all indirectly benefit from the many research foundations whose collective goal is to advance medical technology or improve the quality of life. In addition, virtually everyone, at some time in their lives, has directly benefitted from the services provided by hospitals, another type of charitable institution.

Charitable giving, especially by individuals, is often the only support charitable organizations receive. Giving USA, a 1991 publication put out by the American Association of Fundraising Counsel Trust for Philanthropy, reports that Americans gave \$122.57 billion dollars to charitable organizations. Of that amount, \$101.80 billion, or 83.1%, came from individuals; in addition, \$7.08 billion or 5.7% came from foundations, \$5.9 billion or 4.8% from corporations, and \$7.79 or 6.4% from bequests.

In tough economic times, when government cannot meet the needs of all who require its assistance, charitable organizations depend heavily on individual donors. Many people understand these needs of charities. They believe, correctly, that making a donation is one way to provide assistance to those less fortunate or to promote the advancement of an important cause. In addition, charitable giving allows us to establish a sense of community--the feeling that we, as individuals, have contributed to the betterment of society as a whole.

Charities use fundraising not only as a means of raising funds, but also to gain name recognition, to educate the public about their causes and the services they provide, and to increase their membership and volunteer base. While some charities use volunteers to conduct their solicitations, many charities find the use of professional fundraisers a more effective way to raise funds while getting their messages out to the public. Charities, especially smaller charities, may not have their own staffs or volunteer resources for raising funds. Employing the use of a professional fundraiser, and paying the fundraiser out of the funds that are donated in response to the fundraiser's work, is viewed by some charities as the only way of disseminating information about their causes and raising funds necessary to carry out their purposes.

Professional fundraisers are generally for-profit organizations which specialize in raising funds. They make money by either charging a flat fee or by keeping a percentage of the donations. The use of a professional fundraiser does not necessarily indicate that too much money is being spent on fundraising, as many larger charities hire permanent employees to conduct their fundraising. Thus, charities who do not hire professional fundraisers may have costs similar to those that do. More information concerning the cost of using a professional fundraiser is contained in Section E.

People often ask the Division of Public Charities why there is no law which limits the amount kept by the fundraiser. Although there used to be such a law, the Commonwealth can no longer set limits on the amount of contributions retained by fundraisers because, in 1984 and 1988, the United States Supreme Court ruled that states cannot prescribe the percentage of funds a charity spends on its fundraising. The Supreme Court reasoned that fundraising often involves education, awareness programs, and similar activities, making it difficult to separate the educational costs from the fundraising costs. Thus, the Supreme Court held that imposing a limit on the costs of fundraising would infringe upon the ability of charities to engage in free speech.

Massachusetts does have a law, however, which requires that professional solicitors disclose their professional fundraising status. This law is known as the Charitable Solicitation Act and regulates other aspects of charitable fundraising as well. The burden is still often placed on donors, however, to inquire of professional fundraisers what percentage of their donations will go to the charity.

B. Fundraising Methods

There are a number of different fundraising methods used by both professional fundraisers and charitable organizations. The most common methods are telemarketing, direct mail, entertainment events, door-to-door solicitation, raffles, Las Vegas nights, sweepstakes, and collection cans (or "honor boxes"). The following paragraphs briefly describe how each fundraising method works.

Telemarketing involves telephoning members of the organization or the general public, "cold calling," to request a charitable contribution. Sometimes telemarketers offer a product in exchange for a donation, as an incentive to give. Telemarketers may be volunteers, or they may be employees of the charity or professional fundraiser. Individuals who agree

to make donations are generally asked to mail in a donation, although some charities and fundraisers send couriers to pick up the donations. As with any type of fundraising, donors should ask questions about the organization and the fundraising campaign. A list of questions to help in making an informed decision is provided in the next section.

Direct mailing is another popular method of raising funds. As with telemarketing, mailings may be prepared by the charity itself or by the charity's professional fundraiser. Donors are generally asked to mail their donations to the charity. In this situation, the donor has fewer opportunities to ask questions, but may have more information in the written materials. Donors who would like to find out more about the charity before they make a contribution should not hesitate to contact the charity and ask questions.

Many charities sponsor entertainment events, such as circuses or ice shows as a method of raising funds. Often charities sell tickets to the shows, but they may also use the events to ask for regular donations, separate from the ticket sales. Obviously, in either case, a portion of the ticket price or donation will be used to produce the event. Before purchasing a ticket or making a contribution, the donor should find out what percentage is used to produce the event and what percentage will be retained by the charity.

Other methods of raising funds include door-to-door solicitations, raffles, Las Vegas nights, sweepstakes, and collection cans or "honor boxes.". Many cities and towns require door-to-door solicitors to be registered with the local police, and donors should check with their police department to make sure that charities and their solicitors have registered where required. Organizations which hold raffles or Las Vegas nights must first have a permit from the city or town in which the event is to be held. Cans and honor boxes are most frequently seen in local variety stores, restaurants, or grocery stores. Cans usually bear a label which names the beneficiary and asks you to give to their cause. Honor boxes, while similar to cans, also offer a small food item, such as a gum ball or lollipop, in exchange for a donation. Many of these honor boxes and collection cans are maintained by private individuals, who keep a percentage for themselves, with the charity receiving only a small monthly amount. While the amount of money a person may place in a can or honor box may be small, it is no less important for donors to be informed.

C. Informed Giving

If you want to make sure your charitable contribution is used for the purposes you intended, be informed and find out as much as possible about the solicitor and the charitable organization. The following list of questions is designed to help you make a more informed decision.

1. Who is the solicitor? Where the solicitation is made by an individual, ask for the person's name and his or her relationship to the charity. Specifically, ask if the caller is a professional fundraiser. If a professional fundraiser is involved, ask for the name of the fundraising organization and its address and telephone number.

2. Who is the charitable organization which is benefitting from your donation? Write down the address and telephone number of the charity, and, if you have any doubts about the legitimacy of the charity, call the charity directly. Also, be aware that some smaller charities use names very similar to the larger, more well known charities. Know to whom you are giving!

3. How will the donations be used? Inquire about the types of services provided by the charity, and the geographic area in which the charity operates. Many charities solicit nationwide, but do not necessarily provide services in your local area.

4. How much of the contribution is actually used for charitable purposes? If a professional fundraiser is conducting the solicitation, ask what percentage of your donation will be kept by the fundraiser, and what percentage the charity will receive. Even if there is no separate fundraising organization, ask how the charity uses the funds it receives--what amount goes to services, what amount goes to administrative costs, and so on.

5. Does the caller have any written information about the charity? Written material is always helpful. Annual reports will show the donor how the organization allocates its money: how much for fundraising, how much for administration, and for program services. Brochures are not as helpful, but will at least give the donor a good idea of what types of services the organization provides.

6. Are the charity and the professional fundraiser, if there is one, registered with the Commonwealth? Call the Attorney General's Office, Division of Public Charities, to make sure that the charity and the professional fundraiser are registered and that their financial records are up to date.

Do not be afraid to ask the caller and the charity a lot of questions. Legitimate charities will welcome your questions and do their best to provide accurate answers. If you think you want to make a donation, keep the following points in mind.

1. Always make a donation by check, and make the check directly payable to the charity, not to an individual or the fundraising organization. That way you will be sure the charity is the recipient of the donation. Also, keep accurate records of your charitable donations. You will have an easier time determining the amount of your charitable donations at tax time.

2. Never allow yourself to feel pressured to make a donation. If you want some time to look into the charity before making the donation, do not allow the solicitor to pressure you to make a donation before you are ready.

3. If a solicitor leaves you with an uneasy feeling, do not hesitate to call the charity to verify what you were told, and call the Attorney General's office or the Better Business Bureau.

Donors should take special care when solicited by a police or firefighter organization. Individuals and small businesses are frequently solicited for funds to support police and firefighter organizations. In exchange for a contribution, the donor may receive tickets to a show, an advertisement in a publication, or police stickers for their vehicle. Donors should realize that it is generally not the police or fire department who will benefit from the donation, but rather the police or firefighter organization, such as a union or other fraternal membership group. These groups sometimes use professional fundraisers, and thus, donors should find out whether they are speaking with a member of the organization or its paid fundraiser. Also, the funds collected may be used for a variety of purposes. Some groups are very active in their communities, and use the funds for anti-drug programs or scholarships. Others use the funds for union purposes only, such as legal expenses incurred in union bargaining. Hence, donors should make sure that they understand how their contribution will be used. Above all, donors should not feel threatened or intimidated by the solicitation, or pressured to make a donation.

D. Sources of Information

There are a variety of places to get additional information about charities and professional fundraisers. The Office of the Attorney General has more than 25,000 charities registered with its Division of Public Charities. While registration does not imply that any particular charity has the endorsement of the Attorney General or the Commonwealth of Massachusetts, it does indicate that the charity files annual financial reports with the Division.

These financial reports contain information on income and expenses, including program and fundraising expenses, and also list the types of solicitation a charity and its professional fundraiser, if any, use. The reports are available for public inspection during regular business hours at the Attorney General's Division of Public Charities, located at Room 2109, One Ashburton Place, Boston, Massachusetts, 02108. You can call the Division at (617) 727-2200 to find out if a charity is registered before coming in to look at the file. Registration information is also available at the Attorney General's Western Massachusetts office in Springfield (413-784-1240).

If you would like to receive information about a charity, but are unable to come to Boston in person to look at the organization's file, you can submit a written request for information from the file of a specific charity. Specify the information you would like in a letter to the Division of Public Charities. The cost is twenty cents per page, and the copies will be sent to you with a bill.

If you want more information about a local charity, consider calling your local Better Business Bureau as well as the Attorney General's office. In addition, your local police may have information on charities or fundraisers required to register with the police department before soliciting, or your police department may have received information or complaints about the solicitation from other individuals in your area.

If you want more information about a national charity, contact The Council of Better Business Bureaus' Philanthropic Advisory Service at 4200 Wilson Boulevard, Arlington, Virginia, 22203-1804 (703-276-0100) or The National Charities Information Bureau at 19 Union Square West, department FT, New York, New York, 10001-3395 (212-929-6300).

Just as charities are registered with the Attorney General's Office, professional fundraisers are registered as well. There are three types of professional fundraisers

defined by law: fundraising counsel, professional solicitors, and commercial co-venturers.

- * Fundraising counsel advise charities on how to raise funds, but do not conduct any of the actual fundraising.
- * Professional solicitors devise a fundraising campaign, and then conduct the actual solicitation.
- * Commercial co-venturers are for-profit businesses who join with the charity in sponsoring an event or in promoting the sale of a product, with the proceeds from the event or sale split between the charity and the businesses.

All professional fundraisers who have contracts with charities which solicit in Massachusetts are required to register with the Attorney General's office and must submit copies of their contracts as part of registration. Professional solicitors and commercial co-venturers are required to file, in addition, a \$10,000 bond, an addendum to registration describing their relationship with the charity, and a year-end financial accounting of the proceeds raised through the solicitation.

As with charities, all of the registration materials which professional fundraisers file with the Division of Public Charities are public record and are available for public inspection. To obtain information about fundraisers from the Office of the Attorney General, use the same procedures as for charities.

Conclusion

Individuals must use their own judgment and make their own decisions about charitable giving. Only the donor knows what factors are important to him or her. Donors should always make sure they know, however, how their donations are used and how much of their donations is used for charitable purposes. This kind of informed giving is particularly important during lean economic times when many donors are finding that they have fewer charitable dollars to give. Donors who are informed get more beneficial impact out of their charitable dollars.

E. Survey of Solicitation Contracts

The Division of Public Charities has conducted a survey of the contracts between professional solicitors and charities submitted to the Division for 1991, primarily to determine how much fundraisers are charging charities for the service of raising funds. In addition, where charities used the same fundraiser for a 1990 campaign, we have compiled information from the financial reports filed by the fundraiser for the 1990 campaign.

Many people may be surprised to learn the percentage of their donation which is kept by the professional fundraiser. The records of the Division of Public Charities include contracts where up to 95% of the gross income from a solicitation goes to the professional fundraiser while only 5% goes to the charity. In other words, in these instances only five cents is available for charitable purposes for every dollar donated.

Some of the charitable organizations who use fundraisers do so because it involves little or no work for the charity. Many times, the charity does nothing except take in the money. While the charity is very aware of the percentage being charged by the professional fundraiser because they signed a contract, donors may not be so well informed and may believe that a high percentage of their donations are going to the charitable purpose which led them to donate. If a high percentage of their contributions go to the fundraiser, the donors' expectations are, unfortunately, left unfulfilled.

Professional fundraisers often provide more than fundraising services to the charity, however. The solicitation may also be used as a means of educating the public about the charitable cause and of gaining name recognition for the charity. Less well known charities do not have the extensive previous donor lists that larger charities have. Since people are more likely to give to a group they know well, less well known charities have to contact more people in order to gross the same amount that a larger charity could accomplish with fewer costs. In addition, the percentage kept by the fundraiser generally covers most expenses associated with the campaign-- phone bills, printing, mailing, salaries, office rental, and so on. If the solicitation involves the sale of a product, such as garbage bags or other household products, the cost of the product may be included in the percentage going to the professional fundraiser.

The information in the following survey is organized into tables, each table consisting of six columns. All of the

information is derived from materials submitted to the Division of Public Charities by the charities and solicitors.

- * The first column lists the charities alphabetically, and the second lists the corresponding solicitor with whom the charity has signed a contract for 1991.
- * The third column states the percentage of gross revenue raised in the 1991 campaign which will go to the charity. Where a percentage figure is not available because the fundraiser charges a flat fee or bills per hour, a "NA" appears in this column and a brief description of the manner in which the charity will be billed and how much the charity is being charged is given instead.
- * The fourth, fifth and sixth columns report the results for calendar year 1990 if the charity used the same solicitor during 1990 and 1991. A charity whose fourth column is blank did not employ a solicitor in 1990, or did not employ the same solicitor in 1990 as it did in 1991

To differentiate between the various types of solicitations, the charities and their fundraisers are divided into four groups: (1) those who solicit donations alone; (2) those who offer a product in exchange for a donation; (3) those who solicit advertisements for publication; and (4) those who sponsor entertainment events. The data is arranged within each group alphabetically by charity.

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1. SOLICITATIONS INVOLVING DONATIONS ALONE

Listed below are the charities that have 1991 contracts with professional solicitors to raise contributions in the form of straight monetary donations. (The third column states the percentage of gross revenue raised in the 1991 campaign which will go to the charity; the fourth column states the percentage of gross revenue actually received by the charity for calendar year 1990; the fifth column lists the total gross revenue raised in the 1990 campaign; and the sixth column lists the amount retained by the charity in the 1990 campaign. If the charity did not use the same solicitor during 1991 and 1990, the last three columns will be blank.)

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Aerospace Education	Trans National	NA (\$2.95 per mail piece)			
American Heart Disease Prevention Foundation	Telesystems Marketing	NA (\$33.80 per caller hour)			
American Police Hall of Fame	Trans National	NA (\$1.12 per mail piece plus postage)			
American Rivers	Smith Berlin & Associates	NA (\$40 per caller hour)			
American Institute for Cancer Research	Watson and Hughey	NA (\$20.70 per 1000 letters to 10 million)			
American Veterans Assistance Corp	Massachusetts Charitable Services	15%			
Cancer Fund of America	Watson and Hughey	NA (3.5¢-6¢ per mail piece)			

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Catholic Daughters of America	Trans National	NA (83¢ to \$2.10 per mail piece plus postage)			
Child Protection Program Foundation	Telesystems Marketing	not less than 25%			
Child Protection Program Foundation	Allan C. Hill Entertainment	12%			
Daughters of Isabella	Trans National	NA (99¢ to \$1.10 per mail piece plus postage)			
First Calvary Division Association	Trans National	NA (\$1.02 per mail piece plus postage)			
Free the Eagle	Trans National	NA (83¢ to \$2.10 per mail piece plus postage)			
International Order of the DeMolay	Trans National	NA (\$1.32 per mail piece)			
Jewish War Veterans of the U.S.A.	Trans National	NA (99¢ per mail piece)			
Massachusetts Citizens for Life	Life-Tel	NA (\$14 per caller hour)			
Mothers Against Drunk Driving	Reese Brothers	NA (\$32 per caller hour)	73%	\$1,947,811.17	\$1,430,243

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Missing Children of America	Telesystems Marketing	30%			
Morris Animal Foundation	Trans National	NA (83¢ to \$2.10 per mail piece)			
National Awareness Foundation	O'Leary Enterprises	27%			
National Breast Cancer Foundation	Telesystems Marketing	10%			
National Trust for Historic Preservation	New Boston Group	NA (approximately \$618,375)	62%	\$1,672,563	\$1,028,888
National Wildlife Federation	MCI Services Marketing	NA (\$32 per caller hour)	0%	\$16,558	-\$31,567.74
New England Medical Center	MCI Services Marketing	NA (\$38-\$42 per caller hour)	29%	\$43,641	\$12,469
Northern Jurisdiction of the Scottish Rite	Trans National	NA (\$2.10 per mail piece)			
Optimist International Foundation	Trans National	NA (\$1.05 plus postage)			
Oxfam America	Meyer Associates	NA (\$31-32 per caller hour plus mailing expenses)	77%	\$42,286.75	\$32,711.93

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Pacific West Cancer Fund	Watson and Hughey	NA (3.5¢-6¢ per piece of mail)			
Physicians for Social Responsibility	Smith Berlin & Associates	NA (\$37.50 per caller hour)			
Project CURE	Watson and Hughey	NA (3.5¢-6¢ per piece of mail)			
Rosie's Place	Trans National	NA (\$1.05 per mail piece plus postage)			
Sierra Club	New Boston Group	NA (Approximately \$952,398)	59%	\$4,145,915	\$2,466,476
Special Olympics	Meyer Associates	NA (\$25 per caller hour plus mailing expenses)	65%	\$96,886.95	\$62,756.51
Special Olympics International	Reese Brothers	NA (\$29.75 per caller hour)			
Supreme Lodge Knights of Pythias	Trans National	NA (\$1.10 per mail piece)			
Technology to the Handicapped Fund	Wayne Kole	25%			
Trout Unlimited	Trans National	NA (\$1.14 per piece of mail plus postage)			
United Citizens Against Drugs	Mass Charitable Services	25%			

<u>Charity</u>	<u>Solicitor</u>	<u>To Go to Charity</u>	<u>1990 %</u> <u>Kept by Charity</u>	<u>1990 \$</u> <u>Total Revenues</u>	<u>1990 \$</u> <u>Kept by Charity</u>
US Organization for Disabled Athletes	Allan C. Hill	12%			
US Organization for Disabled Athletes	Telesystems Marketing	10%			
Walker Cancer Research Insstitute	Watson And Hughey	NA (3.5¢-6¢ per piece of mail)			
World Wildlife Fund	MCI Services Marketing	NA (\$3.17 per completed dial)	0%	\$59,020.00	-\$6,089.81

2. SOLICITATIONS INVOLVING THE SALE OF A PRODUCT

Offering a product, such as garbage bags or first aid kits, in exchange for a donation is a popular method of raising funds. In this situation, the percentage kept by the solicitor generally includes the price of the product, as well as any telemarketing or mailing costs. Charities which employ professional solicitors who use this method of fundraising are set forth below. (The third column states the percentage of gross revenue raised in the 1991 campaign which will go to the charity; the fourth column states the percentage of gross revenue actually received by the charity for calendar year 1990; the fifth column lists the total gross revenue raised in the 1990 campaign; and the sixth column lists the amount retained by the charity in the 1990 campaign. If the charity did not use the same solicitor during 1991 and 1990, the last three columns will be blank.)

<u>Charity</u>	<u>Solicitor</u>	<u>1991 %</u> <u>To Go to Charity</u>	<u>1990 %</u> <u>Kept by Charity</u>	<u>1990 \$</u> <u>Total Revenues</u>	<u>1990 \$</u> <u>Kept by Charity</u>
Adam Walsh Children's Foundation	Gabriel Vending	5%	5%	\$27,500	\$1375
American Heart Disease Prevention Foundation	BTM, Inc	15%			

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
American Kidney Fund	BTM, Inc.	15%	15%	\$579,534.67	\$86,930.20
Bristol County Veterans	Lifeline Products Consultants	25%			
Chosen Children Foundation	National Telemarketing Associates	9%			
Falmouth/Mashpee Lions	East-West Concert Productions	13.7%	14%	\$55,862	\$7,650
Greenfield Lions Club	James Price	approx. 20%			
Massachusetts Homeless Foundation	National Telemarketing Associates	10%	10%	\$146,729	\$14,629
Montachusett Veterans Outreach Center	Lifeline Products Consultants	25%			
Nam Vets Association	Lifeline Products Consultants	25%			
National Kidney Foundation	Lifeline Products Consultants	25%			
Northshore Veterans Counseling Services	Lifeline Products Consultants	25%	25%	\$19,172.20	\$4,792.56

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Paralyzed Veterans Of America, North East	Benefit Programs	10%	11%	\$2,189,066.43	\$248,069.52
Starlight Foundation	S.W.A.T.	NA (\$3 per purchase of doll)			
Veterans Outreach Center MetroWest	Lifeline Products Consultants	25%			
Vietnam Veterans Agent Orange Victims, Inc.	East-West Concert Productions	30%	30%	\$19,467	\$5,840.10

3. SOLICITATIONS INVOLVING ADVERTISEMENTS IN PUBLICATIONS

Many law enforcement organizations, fire safety organizations, anti-drug charities, and other groups annually publish books or magazines which contain articles about their work, or articles to educate the public about issues of particular concern to them. In order to have the funds to publish these books, and many times to raise funds for charitable works as well, these groups use professional solicitors to solicit advertisements from businesses or individuals. While some contracts between professional fundraisers and charitable organizations in this category of solicitation include both the solicitation services and the publishing costs, other fundraisers only provide the solicitation services, and leave the publishing of the book, including the costs, as the responsibility of the charity. (The third column states the percentage of gross revenue raised in the 1991 campaign which will go to the charity; the fourth column states the percentage of gross revenue actually received by the charity for calendar year 1990; the fifth column lists the total gross revenue raised in the 1990 campaign; and the sixth column lists the amount retained by the charity in the 1990 campaign. If the charity did not use the same solicitor during 1991 and 1990, the last three columns will be blank.)

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71st Promenade National Convention Corps	Heritage Publishing	\$14,000	5%	\$288,357	\$14,000
72nd Promenade National Convention Corps	Heritage Publishing	\$12,000			
American Association of the Deaf and Blind	Heritage Publishing	20%	17%	\$412,844	\$69,142.82
American Cultural Traditions	Heritage Publishing	24%	24%	\$1,200,988	\$282,761.32
American Federation of Police	Bay State Consulting Corporation	30%			
American Flag Foundation	Heritage Publishing	10%			
Amesbury Police Officers Association	Michael Quinn Productions	30%			
Association for Retarded Citizens	Heritage Publishing	30%	30%	\$362,950	\$108,885
Belmont Fire Union Local	Telco Communications	30%			
Boston Police Relief Association	Eastern Advertising	75%	40%	\$321,210	\$128,484
Boston Constables	Full Course	15%			

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Braintree Police Superior Officers Association	Eastern Advertising	36%			
Brewster Police Union	R.H. McKnight	30%	43%	\$14025	\$6,000
Burlington Police	Michael Quinn Productions	35%			
Chicopee Firefighters	R.H. McKnight	30%			
Child Protection Program	Heritage Publishing	20%	22%	\$1,232,479	\$266,114
Dartmouth Fire District	Telco Communications	30%			
Dennis Firefighters Association	Telemark Consulting	30%			
Derby Town '90	Heritage Publishing	12%	12%	\$424,987	\$52,658.27
Drive Safe, Inc.	Michael Quinn Productions	65%			
Enlisted National Guard of the U.S.	Heritage Publishing	20% less cost	14%	\$555,375	\$80,249.56
Fall River Police Relief	Telco Communications	30%			
Falmouth Firefighters	R.H. McKnight	30%			

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Falmouth Police Federation	R.H. McKnight	30%	30%	\$16,814	\$5,044.2
Federal Criminal Investigators Association	ACV Advertising	20%			
Fireman's Association of Middleboro	M.A.K. Publishing	51%			
Gloucester Police Relief Association	R.H. McKnight	30%	30%	\$47,508	\$14,274
Greater New Bedford Red Cross	MAK Publishing	60%			
Hanover Police	R.H. McKnight	30%			
Lawrence Firefighters	Michael Quinn Productions	38%			
Lowell Fireman's Relief Association	Telco Communications	30%			
Lynn Firefighters Union	Telco Communications	28%			
Massachusetts Juvenile Police Officers Association	Eastern Advertising	30%			
Millbury Police Association	R.H. McKnight	30%	30%	\$27,864	\$8359.2

<u>Charity</u>	<u>Solicitor</u>	<u>To Go to Charity</u>	<u>1990 %</u>	<u>Kept by Charity</u>	<u>1990 \$</u>	<u>1990 \$</u>	<u>Kept by Charity</u>
Multiple Sclerosis Association of America	Heritage Publishing	10%					
Nantucket Police Charitable Association	R.H. McKnight	28%	30%		\$27,610		\$8283
Newburyport Police Association	R.H. McKnight	30%	32%		\$48,420		\$15526
New England Association of Fire Chiefs	Annual Publications	20%					
New England Association of Chiefs of Police	Annual Publications	20%	48%		\$198,878		\$95,775
Northbridge Firefighters Association	Telco Communication	29%					
North Reading Police Association	Telco Communications	33%					
Norton Police Association	Telco Communication	25%					
Police Hall of Fame	ACV Advertising	18%					
Rochester Police Officers Association	Telco Communications	27%					
Saugus Police	R.H. McKnight	30%	30%		\$56,309		\$16,892.70
Sharon Police	R.H. McKnight	30%					

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Somerset Police	R.H. McKnight	30%			
U.S. Organization of Disabled Athletes	Heritage Publishing	20%	21%	\$1,413,429	\$300,000
VietNow National	JVK Associates	10%			
Walpole Police Union	R.H. McKnight	35%			
Waltham Firefighter's Association	Michael Quinn Productions	50%			
Worcester Sheriff's Department	R.H. McKnight	30%	31%	\$36,030	\$11,315.10

4. SOLICITATIONS INVOLVING SPONSORSHIP OF ENTERTAINMENT EVENTS

Many charities sponsor events, such as circuses, ice shows, or concerts. These events are often coordinated by a professional fundraiser. While the charity may receive some money from ticket sales, many also solicit donations or ask donors to sponsor a child, by purchasing a ticket so that a needy or disabled child can attend the show for free. The professional solicitors who help the charities put on these events generally do all of the promotion including soliciting donations. The percentage charged by the solicitors in this area usually include the cost of putting on the event. (The third column states the percentage of gross revenue raised in the 1991 campaign which will go to the charity; the fourth column states the percentage of gross revenue actually received by the charity for calendar year 1990; the fifth column lists the total gross revenue raised in the 1990 campaign; and the sixth column lists the amount retained by the charity in the 1990 campaign. If the charity did not use the same solicitor during 1991 and 1990, the last three columns will be blank.)

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
American Legion Post #122	Box Office	5% or \$2000 which- ever is greater	8%	\$23,831.50	\$2,000

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
American Legion Post #63	Box Office	5% or \$2000 which- ever is greater			
American Legion Post #62	Box Office	5% or \$2000 which- ever is greater			
Blackstone Valley Chamber of Commerce	Allan C. Hill	15-17%			
Braintree Rotary	Box Office	5% or \$2000 which- ever is greater	9%	\$22,196	\$2,000
Canton Rotary	Allan C. Hill	15-17%			
Disabled American Veterans	Box Office	5% or \$2000 which- ever is greater			
Fall River Firefighters Memorial Museum	20th Century Promotions	30%	30%	\$16,405.5.	\$5000
Fall River Police Athletic League	20th Centrury Promotions	30%	55%	\$18,064.50	\$10,000
Framingham Jaycees	Box Office	5% or \$2000 which- ever is greater			
Franklin Police Association	Events Unlimited	13%			
Greenfield Lions Club	James Price	6%			
Haverhill Lions	Box Office	5% or \$2000 which- ever is greater			

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Hingham Kiwanis	Box Office	5% or \$2000 which- ever is greater			
Leominster Rotary Club	Box Office	5% or \$2000 which- ever is greater			
Massachusetts Hospital School	Allan C. Hill	20%	20%	\$45,880	\$9176
Massachusetts Special Olympics South Central Area	Events Unlimited	20%			
Middleborough Lions	Allan C. Hill	40%			
Pittsfield 4th of July	Allan C. Hill	23%	23%	\$26,775	\$6,075
Plymouth Area Chamber of Commerce and Jordan Health Systems	Allan C. Hill	15-17%			
Salem Chamber of Commerce	Box Office	5% or \$2000 which- ever is greater	7%	\$52,231	\$3520.88
US Organization for Disabled Athletes	Allan C. Hill	12%	12%	\$14,514	\$1,741.68
Veterans North East Outreach Center	Allan C. Hill	20%			
VFW Post #29	Box Office	5% or \$2000 which- ever is greater			
VFW Post #1011	Box Office	5% or \$2000 which- ever is greater			

<u>Charity</u>	<u>Solicitor</u>	<u>1991 % To Go to Charity</u>	<u>1990 % Kept by Charity</u>	<u>1990 \$ Total Revenues</u>	<u>1990 \$ Kept by Charity</u>
Wakefield-Lynnfield Kiwanis Club	Allan C. Hill	10%			
Watertown Rotary	Box Office	5% or \$2000 which- ever is greater	9%	\$20,744	\$2,000
Worcester County Vietnam-Era Vets	Allan C. Hill	15-17%	100%	\$1239.50	\$1239.50
YMCA Regional, Inc.	Allan C. Hill	8.4%			


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